

Agricultural Minister, Govt of Kerala visits a-IDEA, ICAR-NAARM

17th October 2024, Hyderabad

Shri P. Prasad, Minister of Agriculture, Govt of Kerala, along with Dr Adeela Abdulla, IAS, Director of Agriculture, and Dr P. Rajasekharan, Chairman, Kerala State Agricultural Prices Board, visited the Association for Innovation Development of Entrepreneurship in Agriculture (a-IDEA), ICAR-National Academy of Agricultural Research Management. The visit aimed at exploring potential collaborations with agricultural start-ups supported by a-IDEA in Kerala. During the event, over 11 start-ups presented their products and services, both online and offline, highlighting innovations that align with Kerala's agricultural ecosystem to the visiting dignitaries.

Shri Prasad emphasized the need for a-IDEA to extend help and develop various programs promoting start-ups in Kerala. Additionally, he held discussions with the Director of ICAR-NAARM and the president of a-IDEA, as well as the heads and faculty members of the academy.



Dr Ch. Srinivasa Rao, Director, ICAR-NAARM, spoke about the organization's evolution into a key agricultural policy think tank. He highlighted ICAR-NAARM's initiatives with start-ups through a Public-Private Partnership (PPP) model and its collaboration on a state action plan for agriculture with Goa. Dr Rao emphasized the importance of collaborations with KVKs, start-ups, and Farmer Producer Organizations (FPOs) for better technology outreach.

Dr Adeela Abdulla, IAS, Director, Agriculture, Govt of Kerala, discussed the state's initiatives to support agri-food start-ups and outlined their expectations from a-IDEA and ICAR-NAARM. She urged the start-ups to contribute to enhancing nutritional security and encouraged the involvement of FPOs in secondary agricultural activities.

About 50 participants comprising 11 start-ups, scientists, faculties & students participated in the programme.

